



Jeff Caster <jeffcaster110@gmail.com>

Re: Keep Florida Beautiful, Inc. Overview

1 message

Frank Walper <fwalper@comcast.net>
To: Jeff Caster <jeffcaster110@gmail.com>

Wed, May 29, 2024 at 12:18 PM

Thanks Jeff for thinking to include Bill. Selecting Bill was one of my better management decisions :)

To create early sales momentum for the plate Keep Florida Beautiful, Inc. recognized that the design of the new Wildflower License Plate was critical. Design of the plate needed to include input from the key partners. To facilitate the design process and to design the plate, KFB selected former Department of State employee and well-respected Tallahassee artist Bill Celander. Following input from key partners, the initial design of the Wildflower License developed by Bill Celander was submitted to the Governor and Cabinet and was approved without change.

Frank

On May 20, 2024, at 9:51 AM, Jeff Caster <jeffcaster110@gmail.com> wrote:

Thank you Frank.

Glad Mrs. Walper is recovering.

Do you want to add something about the decision to select Bill to design the plate? It may have been THE decision that made everything since possible.

sent from mobile 850 294 2123

On Sat, May 18, 2024, 12:12 PM Frank Walper <fwalper@comcast.net> wrote:

Jeff - Below is a brief overview of KFB.

I apologize in being so late in gearing back with you. My wife has been recovering from a broken hip.

Thanks for being the good guy you are and for all you do.

Keep in touch.

Frank

Keep Florida Beautiful, Inc (KFB) was created by the legislature to help implement Florida's 1988 comprehensive Solid Waste Management Act at the grass roots level. KFB's areas of focus included statewide litter and marine debris prevention programs, recycling education programs and beautification programs. KFB was organized as a broad-based 501c (3) nonprofit organization. Its 30 member board of directors included representation from the Florida Chamber of Commerce, Florida Retail Federation, Associated Industries, Audubon, the Sierra Club, The Center for Marine Conservation, Florida Federation of Garden Clubs, Florida Recycling Association, National Recycling Association along various local government representatives.

Keep Florida Beautiful, Inc. implemented grassroots programs through local chapters of Keep America Beautiful, Inc., (KAB) and through the many public/private partnerships it helped form. The Florida Wildflower License Plate was one of KFB's key partnerships. In following the lead of the Florida Federation of Garden Clubs and working closely with the Florida Department of Transportation, KFB served as the conduit to bring together business, various state and governmental agencies, and about 40 local KAB Chapters to support grassroots native wildflower education programs and plantings.